



**COUNTY OF LOS ANGELES
TREASURER AND TAX COLLECTOR**

KENNETH HAHN HALL OF ADMINISTRATION
500 WEST TEMPLE STREET, ROOM 437
LOS ANGELES, CA 90012



MARK J. SALADINO

TREASURER AND TAX COLLECTOR

TELEPHONE
(213) 974-2101

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(213) 626-1812

May 3, 2005

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

**RECOMMENDATION TO AWARD CONTRACT FOR
MAILING SERVICES
(ALL DISTRICTS)(3 VOTES)**

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve and instruct the Chair to sign the attached Contract (Exhibit 1) with All Direct Mail Services, Incorporated (All Direct), to provide mailing services to the Treasurer and Tax Collector (TTC) intermittently and on an as-needed basis for a term of one (1) year commencing on June 1, 2005, or upon the date of Board approval, whichever is later, with the first year's compensation not to exceed \$275,000;
2. Delegate authority to the Treasurer and Tax Collector to execute future amendments to extend the Contract for a maximum of four (4) one-year renewals and six (6) month-to-month extensions at the option of the TTC in accordance with the Term of the Contract, and to increase the annual Contract Sum by no more than 15% annually to accommodate any unanticipated increase in workload or special mailings;
3. Delegate authority to the Treasurer and Tax Collector to execute future amendments to modify the terms of the Statement of Work that do not materially alter the Contract, and/or to add and/or change certain terms and conditions in the Contract as required by the Board of Supervisors or Chief Administrative Officer provided County Counsel approval is obtained prior to execution of such amendments.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The recommended Contract will provide mailing services to TTC to ensure that the approximately 2.3 million annual property tax bills are mailed by the statutory deadline. The TTC has utilized outside mailing firms since 1987 to handle several peak workload periods including the annual tax bill mailing, tax lien sale documents and notices, and various other departmental mailings on an as-needed basis. Mailing services include collating and assembly of inserts, stuffing and sealing of envelopes, and the application of appropriate postage.

Due to the statutory deadlines in mailing the required documents for pending tax lien sales as well as the annual tax bill, TTC utilizes a contractor to meet those deadlines as well as supplement mailing services TTC performs for other County departments on an as-needed basis.

The current contract for mailing services expires on May 31, 2005. The proposed Contract with All Direct will ensure the mailing service needs of the TTC are met without interruption.

Implementation of Strategic Plan Goals

The approval of this Contract is consistent with the County's Strategic Plan Goal of Organizational Effectiveness. The Contract provides for ongoing contractual mailing services, which supports mandated operations of the TTC.

FISCAL IMPACT/FINANCING

The maximum Contract amount for the first year is \$275,000. Funding is available in the Adopted Budget for FY 2004-05 and is included in the proposed Departmental budget for FY 2005-2006.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

Since 1987, TTC has contracted with outside agencies to provide mailing services to ensure that statutory mailing requirements of the annual tax bill and pending tax lien sales are met. Through the proposed Contract, TTC will be able to continue to meet these legal deadlines.

The recommended Contract with All Direct is for a term of one year with four (4) one-year and six (6) month-to-month extensions, for a maximum term of five (5) years and six (6) months. The Contractor is in compliance with all Board, Chief Administrative Office and County Counsel requirements.

The Contract expressly provides that the County has no obligation to pay for expenditures by All Direct that exceed the maximum Contract Sum. Further, All Direct will not be asked to perform services that exceed the Contract amount, scope of work, or Contract dates of the Contract. Additionally, the Contract contains performance standards, including liquidated damages for substandard and/or non-performance.

The attached Contract with All Direct has been reviewed and approved as to form by County Counsel.

CONTRACTING PROCESS

In accordance with the County's competitive bid process, a Request for Proposals (RFP) was prepared and released to one-hundred and thirty (130) prospective firms listed in Attachment I, obtained from TTC's internal records and research, and the Office of Affirmative Action Compliance Community Business Enterprise Database list of mailing services vendors. In addition, a notice of the RFP was also posted on the Los Angeles County Bid Website. The RFP solicited proposals from qualified mailing services firms for the provision of intermittent and as-needed mailing services. Proposals were received from five (5) firms in response to the RFP: Adwest Mailers, Inc., All Direct, Mail-Pac, Inc. (Mail-Pac), JSJ Printing Corporation - DBA Penn Litho & Fulfillment, and Service Mailers, Inc. The proposal submitted by Mail-Pac did not meet the RFP minimum requirements and was disqualified. The remaining four proposals were evaluated and rated by a committee according to their responsiveness to criteria included in the RFP.

The proposal submitted by All Direct ranked highest of the four proposals evaluated. It met all of the minimum RFP requirements and was complete, detailed, and responsive to the RFP. All Direct's rate for the annual tax bill was the lowest submitted. The proposal clearly demonstrated that All Direct has a good understanding of the scope of work to be performed and the complexity of TTC's service requirements. As required by TTC, the proposal submitted by All Direct provided a description of All Direct's qualifications, their proposed approach to provide services, and a quality control plan. All Direct has verifiable experience providing mailings in excess of three (3) million pieces per month. All Direct is also the current mailing services contractor for TTC.

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Minority, Women, Disadvantaged or Disabled Veteran Business Enterprise statistical information for All Direct and the three responsive proposers is included in Attachment II. All Direct is not a certified Small Business Enterprise (SBE)/Community Based Enterprise (CBE). The recommendation of All Direct is made without regard to race, creed or color. There are no provisions for Cost Of Living Adjustment (COLA) in the attached Contract. This is not a Proposition A Contract and therefore, is exempt from the Living Wage Program (County Code Chapter 2.201).

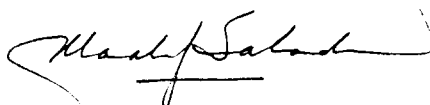
IMPACT ON CURRENT SERVICES

The current contract for mailing services expires on May 31, 2005. This Contract will enable TTC to continue to meet critical mailing deadlines such as those imposed by the Revenue and Taxation Code, including mailing over 2.3 million annual tax bills in a timely manner.

CONCLUSION

Instruct the Executive Officer/Clerk of the Board to return two (2) signed originals of the Contract and one (1) adopted Board letter to TTC.

Respectfully submitted,



MARK J. SALADINO
Treasurer and Tax Collector

MJS:jb
MS Board Letter 2005
Attachments (2)

c: Chief Administrative Officer
County Counsel
Executive Officer, Board of Supervisors

MAILING LIST

A Mailing Services

3128 Pacific Coast Highway
Torrance, CA 90505

A.B. Data LTD

LIZ HENRICKS
4057 North Wilson Drive
Milwaukee, WI 53211

A-1 Textiles

Carol A. Moran
P.O. Box 5259
Chatsworth, CA 91313

AAA Direct Mail

7741 Alabama Ave, Suite 1
Canoga Park, CA 91304

Aames Mailing Services

5068 W. Washington Blvd.
Los Angeles, CA 90016

Abbey Mailing Service

5225 Wilshire Blvd., Suite 316
Los Angeles, CA 90036

ACTION MARKETING, INC.

KIM BAKER
550 S. MELROSE STREET
PLACENTIA, CA 92870

ACXIOM CORPORATION

KENN GARY
9171 OSO AVENUE
CHATSWORTH, CA 91311

ADVANCE BUSINESS GRAPHICS

ROSE MAHOUSKI
3810 WABASH DRIVE
MIRA LOMA, CA 91752-1134

Advance Direct Mail Services

754 N. Maclay Avenue
San Fernando, CA 91340

Adwest Mailers Inc.

FRANK GRIJALVA
13013 Saticoy St.
North Hollywood, CA 91605

Aeronet Worldwide

Felipe Arjonilla
P.O. Box 17239
Irving, CA 92623

All American Mail & Parcel

3405 Glendale Blvd.
Los Angeles, CA 90039

All Direct Mail Services

DAVID MERCY
7040 Lankershim Blvd.
North Hollywood, CA 91605

AMERICAN MAIL CENTERS

ELODIA CAMALICH
1025 SOUTH LINWOOD AVE.
SANTA ANA, CA 92705-4323

AMERICAN MAILING SERVICE

DICK TELKAMP
908 N. HOLLYWOOD WAY
BURBANK, CA 91505

BELL & HOWELL

HANS TAKEDA
1370 S. VALLEY VISTA #10
DIAMOND BAR, CA 91765

Bill's Services

1770 N. Highland Ave. #H
Los Angeles, CA 90028

BOLDT MAILING SERVICE

TIM BOLDT
16103 MONTOYA STREET
IRVINDALE, CA 91706

Business Mailing Center

7101 Case Ave.
North Hollywood, CA 91605

**BUS-LET, INC DBA ADCRAFT
BUSINESS MAIL**

CHRISTY R. WARNER
6501 SO. AVALON BLVD.
LOS ANGELES, CA 90003-1933

CAL COAST DATA ENTRY

DON CASTLE
11090 ARTESIA BLVD, UNIT D
ARTESIA, CA 90703

CC3

TRACI BRADLEY
7300 FLORES STREET
DOWNEY, CA 90242

CCENTRIC

GERALD ABRAHAMIAN
360 WEST LEXINGTON DRIVE
GLENDALE, CA 91203

City Business Service & Shipping

225 East 9th Street
Los Angeles, CA 90015

CLERICORP

SHERRY BAILEY
6829 LANKERSHIM BLVD
NORTH HOLLYWOOD, CA 91605

**COMMUNITY MAILERS &
PRINTERS**

DIANE SMITH
515 S. FAIRFAX AVE
LOS ANGELES, CA 90036-3130

MAILING LIST

Corporate Presort

Christopher L. Hayes
1000 Del Norte Blvd.
Oxnard, CA 93030

DATA MARKETING INC

ROBERT HEINRICH
P.O. BOX 519
SANTA CLARA, CA 95052

DATAPROSE BILLING SOLUTIONS

DAVE JOCHMAN
1451 N. RICE AVE, SUITE A
OXNARD, CA 93030

Delta Express

1308 Wilshire Blvd.
Los Angeles, CA 90017

Digital Media Source

Victor Gonzalez
7822 Florence Avenue, Suite 228
Downey, CA 90241

Direct Mail Programs

5910 E. Washington Blvd.
Los Angeles, CA 90040

DIVERSIFIED INFORMATION TECHNO

LYNN BLADES
123 WYOMING AVENUE
SCRANTON, PA 18503

Diversified Mailing

1301 Burton St.
Fullerton, CA 92631

Dolphin Data

4920 Santa Anita Avenue
El Monte, CA 91731

DOLPHIN DATA, INC

AUDRE MARTINEZ-KELLER
4920 SANTA ANITA AVE
EL MONTE, CA 91731

Eagle Rock Mail Center

2272 Colorado Blvd.
Los Angeles, CA 90041

Enterprise Courier DBA Kayin Inc.

Louis Green
26893 Bouquet Canyon Rd., Suite C #345
Santa Clarita CA 91350-2376

Executive Carrier Service

Brenda Davis
3982 S. Figueroa St., Suite 205
Los Angeles, CA 90037

Fairview Construction Company

David Stewart
1317 North La Brea Avenue
Inglewood, CA 90302

FYI SERVICES

LINDA WEST
1217 S. LELAND ST.
SAN PEDRO, CA 90731-3917

Garai Mailing Services

21430 Strathem St., Unit K
Canoga Park, CA 91304

GS&W SERVICES

MICHELLE PETTUS
P.O. BOX 703
WALNUT, CA 91789

Hooven Direct Mail

14527 S. San Pedro St.
Gardena, CA 90248

IMPRESSIVE PRINTING

MARK SANDERS
1055 MELLOW LANE
SIMI VALLEY, CA 93065

IN PRODUCTION

TONY TORRES
270 BRISTOL ST., SUITE 200
COSTA MESA, CA 92626

INTEGRATED MANAGEMENT RESOURCE

DAVID RACOSKY
4550 FORBES BLVD, SUITE 130
LANHAM, MD 20706

INTERNATIONAL PLASTIC CARDSINC

CARLA REED
366 CORAL CIRCLE
EL SEGUNDO, CA 90245-4631

J&K ENTERPRISES

JEFF YRIARTE
3053 RANCHO VISTA BLVD
PALMDALE, CA 93551

Johnson Energy Company

Michael Johnson
1 Prestige Place, Suite 535
Miamisburg, OH 45342

KAYE-SMITH ENT.

VICKI LABARGE
7587 LAS POSITAS ROAD
LIVERMORE, CA 94551

LASER PRINTERS & MAILING SERVICES, LLC

KATY MILWARD
6706 NE LOOP 410
SAN ANTONIO, TX 78219-4416

Leepack Trading Corp

Jun Lee
824 S. Los Angeles St., #203
Los Angeles, CA 90014

MAILING LIST

LICHER DIRECT MAIL & PRINTING

WAYNE LICHER
980 SECO ST
PASADENA, CA 91103

Mail Pac

James Ekas
8430 Tujunga Ave.
Sun Valley, CA 91352

MAIL-PAC INC

BOB CHOMUK
8430 TUJUNGA AVE
SUN VALLEY, CA 91352

MERCURY MAILING SYSTEMS INC

PAUL HOOD
8223 SANTA MONICA BLVD
WEST HOLLYWOOD, CA 90046-5912

Meyer & Son Mailing Systems

3930 Whiteside Street
Los Angeles, CA 90063

MILLER PRODUCTIONS INTERNATIONAL

LAWRENCE S. MILLER
1232 VILLAGE WAY, SUITE J
SANT ANA, CA 92705-4746

ML Hall Mailing Service

13918 Valley Blvd.
La Puente, CA 91746

Monterey Business Center

5904 Monterey Road
Los Angeles, CA 90042

NATIONAL PAPERS

BRUCE SCHILLER
7870 DEERING AVE.
CANOGA PARK, CA 91304

MADISON ADVISORS

KEMAL CARR
4001 MARTIN PKWY
COLLEYVILLE, TX 76034-4935

Mail Service

1441 Huntington Drive
South Pasadena, CA 91030

Master-Sort Inc

1831 S. Ritchey St.
Santa Ana, CA 92705-4713

Mercury Mailing Systems Inc.

8223 Santa Monica Blvd
West Hollywood, CA 90046

MILLENNIUM DIRECT INC.

NATHAN DYER
2840 S. RESERVOIR
POMONA, CA 91766

Mini Mailers Inc.

5767 E. Washington Blvd.
Los Angeles, CA 90040

MOBILE OFFICE ASSISTANTS

REBECCA FLORES
920-A WEST 17TH STREET
SANTA ANA, CA 92706

Moore Business Forms

3100 Bristol Street, Suite 500
Costa Mesa, CA 92626-3051

NATIONWIDE ADVERTISING SVC

DEENIA GUY
15303 VENTURA BLVD #1050
SHERMAN OAKS, CA 91403

Mail Masters

20611 Beldshw Avenue
Carson, CA 90746

Mailing Masters

4368 West 8th Street
Los Angeles, CA 90005

MCRB FULFILLMENT

KENN GARY
20660 NORDOFF STREET
CHATSWORTH, CA 91311

METRO FULFILLMENT, INC

RICK CORRAL
27540 AVE. MENTRY
VALENCIA, CA 91355

MILLENNIUM FINANCIAL CORP

ALFONSO SOTO
471 W. LAMBERT ROAD, SUITE 103
BREA, CA 92821

MINI MAILERS, INC.

J. HECTOR VARGAS
5700 BANDINI BLVD
COMMERCE, CA 90040

Monrovia Mailing Co.

900 S. Magnolia Ave., Suite D
Monrovia, CA 91016

Name Inc.

16921 S. Western Ave.
Gardena, CA 90247

NEOPOST

LELAND E. MC COY
790 E. Colorado Blvd., Suite 100
Pasadena, CA 91101

MAILING LIST

On-DA-Go Express Shuttle

Roslin Edwards
1946 W. 73rd St.
Los Angeles, CA 90047

PAT DAVIS DESIGN GROUP

GEORGE DIMO
442 HOWE AVENUE
SACRAMENTO, CA 95825-5507

**PITNEY BOWES CORPORATION
(GMS)**

KEN MULHOLLAND
6300 WILSHIRE BLVD.
LOS ANGELES, CA 90048

**Preferred Packaging Inc. Damji
and Premji**

Sal Damji
11649 Pendleton Street
Sun Valley, CA 91352

PROFESSIONAL STAFFING

KALA TAYLOR
950 FULTON AVE, SUITE 230
SACRAMENTO, CA 95825

PSI GROUP, INC

JOHN SZOZDA
10029 BRADLEY AVE
PACOIMA, CA 91331-4463

Reliable Graphics, Inc.

Natalie Mares
15013 Califa Street
Van Nuys, CA 91411-3170

S & G Diversified Products

Greg Green
P.O. Box 1195
Chino Hills, CA 91709

**SIERRA CREATIVE SYSTEMS,
INC.**

KENT MOON
7283 BELLAIRE AVE, UNIT 2
NORTH HOLLYWOOD, CA 92821

PAC PRO

APRIL JOHNSON
11301 W. OLYMPIC BLVD.
WEST LOS ANGELES, CA 90064

PENN LITHOGRAPHICS

LYNDI ALONGI
16221 ARTHUR STREET
CERRITOS, CA 90703

PITNEY BOWES DOCSENSE

ALAN G MORGAN
2200 WESTERN COURT, SUITE
100
LISLE, IL 60532

PRESORT PARTNERS, ANCORA

PETER BROWN
245 CARL KARCHER WAY
ANAHEIM, CA 92801

PROFORMA SOLUTIONS

CONNIE K. HUNTER
17011 BEACH BLVD. #820
HUNTINGTON BEACH, CA 92647-
5995

R.L. KLEIN & ASSOCIATES

ROBERT L. KLEIN
3939 ATLANTIC AVENUE, SUITE
100
LONG BEACH, CA 90807-3536

RELIZON

JOSE REYES
2929 E. IMPERIAL HWY, SUITE
250
BREA, CA 92821

**SCOTT & COOPER STAFFING
SOLUTI**

CASSANDRA COOPER
6221 WILSHIRE BLVD. #407
LOS ANGELES, CA 90048

SOLUTIONS & MORE

MARTIN LAUREL
1062 E. CYPRESS AVE
COVINA, CA 91724

Pacific Industrial Services, Inc.

Carmella Huger
3121 E. La Palma Ave., Unit Z
Anaheim, CA 92806

Pitney Bowes

Beth Mulholland
6300 Wilshire Blvd. 8th Floor
Los Angeles, CA 90048

Postalia Inc.

George Lostracco
3043 Foothill Blvd., #9
La Crescenta, CA 91214

Professional Mailing Services

2133 South Bundy Drive
Los Angeles, CA 90064

PROSELLER, INC.

KAMY YADEGARAN
4924 BALBOA BLVD #397
ENCINO, CA 91436-3402

RDB Enterprises LLC

P.O. Box 5233
Kansas City, MO 64112

Rocky Lee Electric Co.

Uisuk Rocky Lee
7250 Bandini Blvd. #204
City of Commerce, CA 90040

Service Mailers, Inc.

JUDY STANLEY
3101 Exposition Place
Los Angeles, CA 90018

South Bay Mailing Services

1205 Bow Avenue
Torrance, CA 90501

MAILING LIST

SOUTHLAND MAILING

CHUCK FAVELA
44 W. BELLEVUE DR. SUITE 1
PASADENA, CA 91105-2546

Star Mailing Service

3050 Rosslyn Street
Los Angeles, CA 90065

Telesca Trucking Co.

Maria Heinrich Telesca
2309 Torrance Blvd., #204
Torrance, CA 90501

TT Mailing Service

575 East Edna Place
Covina, CA 91723

Valentine Direct Mail

7730 Jefferson St.
Paramount, CA 90723

WEBTREND

CHRIS HOFFIE
1311 SPECIALTY DRIVE
VISTA, CA 92083-8521

XL LOGISTICS INC

KYLE KELLER
7547 TELEGRAPH ROAD
MONTEBELLO, CA 90640

24/7 Direct Mailing Services

Kathy Squires
7716 Kester Avenue
Van Nuys, CA 91405

SS ALLIANCE, INCSUPPORT SERVICES

RENEE
2708 45TH STREET
HIGHLAND, IN 46322

SUNSET PRINTING COMPANY INC

KIMBERLY LANFRE-MAY
16301 S. BROADWAY
GARDENA, CA 90248

THE PROCESSORS

MARK PERONE
2396 BATEMAN AVE
DURATE, CA 91010-2396

United Presort Services

4920 S. Soto Street
Vernon, CA 90058

VALLEY COURIERS, INC.

C. SHAHRAM ALAMDARI
646 SAN FERNANDO RD.
LOS ANGELES, CA 90065

WESTERN DIRECT, INC

NAZ KEYNEJAD
11301 W. OLYMPIC BLVD. #5
LOS ANGELES, CA 90064

YESS ENTERPRISES

YOLANDA STRONG
P.O. BOX 18644
LOS ANGELES, CA 90018

Standard Register Co.

251 S. Lake Ave., #510
Pasadena, CA 91101-3003

Target Mailing Services, Inc.

1905 South Mountain Ave.
Monrovia, CA 91016

TRANSAMERICAN MAILING & FULFILLMENT, INC.

BRANDI DAVIS
355 STATE PLACE
ESCONDIDO, CA 92029

USCB, INC

ALBERT CADENA
125 S. VERMONT AVE
LOS ANGELES, CA 90004-9990

VISTA HEALTH INFORMATION SRVCS

LIONEL BAKER
17303 FALDA AVE
TORRANCE, CA 90504-6251

WHITTIER MAILING SERVICE

RICH CASFORD
12435 MAR VISTA STREET
WHITTIER, CA 90602

Zip Direct

8655 Tamarack Avenue
Sun Valley, CA 91352

ORGANIZATIONAL INFORMATION

	All Direct Mail Services, Inc.	Service Mailers, Inc.	Adwest Mailers, Inc.	Penn-Litho & Fulfillment
TOTAL NUMBER OF EMPLOYEES/OWNERS/PARTNERS/ASSOCIATES	120	100	17	230
Black/African American				
Hispanic/Latin American			1	
Asian American				
Filipino American				
American Indian/Alaskan				
All Others		2		13
Women (included in above)		1		10
MANAGERS				
Black/African American		1		3
Hispanic/Latin American	4	2	2	11
Asian American		1		
Filipino American				
American Indian/Alaskan				
All Others				20
Women (included in above)	0	3	1	14
STAFF				
Black/African American	1	1	14	30
Hispanic/Latin American	100	87		125
Asian American	3	1		
Filipino American				
American Indian/Alaskan				
All Others		4		27
Women (included in above)	54	45	9	75
TYPE OF BUSINESS STRUCTURE: CORP. = C; PARTNER = P; SOLE PROPRIETOR = S	C	C	C	C
TOTAL NUMBER OF OWNERS/PARTNERS, ETC.		2	1	N/A
PERCENT OF OWNERSHIP:				
Black/African American				
Hispanic/Latin American			100%	
Asian American				
Filipino American				
American Indian/Alaskan				
All Others	100%	100%		
Women (included in above)	33%	50%		
CURRENT CERTIFICATION AS COMMUNITY BUSINESS ENTERPRISE (CBE) OWNED FIRM:				
State of California - Yes/No	NO	NO	NO	NO
City of Los Angeles - Yes/No	NO	NO	NO	NO
Federal Government - Yes/No	NO	NO	NO	NO

For Informational purposes only. On final analysis and consideration of award, vendor was selected without regard to race, creed or color.